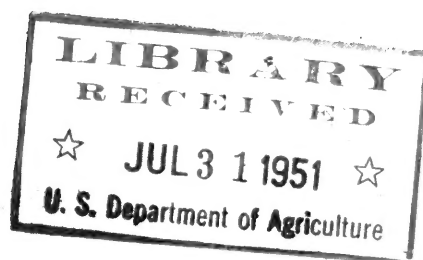


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CARNATION CUTTINGS 1952



SIM CARNATION CO., INC.
SAUGUS, MASSACHUSETTS

Further news of Your "Carnations of Tomorrow"

Last season we advised you that we had been breeding and selecting seedling carnations for several years, and that from thousands of seedlings started a number of years ago, we had selected 175 for further development and study. After watching these seedlings closely all season, and making detailed records of them, we have further reduced the selection to 96 promising varieties. Among them are many outstanding varieties, and several that are sensational. All have been thoroughly tested, and will continue to be tested until it is decided to place them on the market.

A few of these new seedlings will be offered to the trade each season. We are offering five new carnations at this time . . . two in standard colors, and three in novelty shades . . . which have made money for us, and can make money for you. We think that you will like them. These will be ready from November on.

During the coming winter, we will begin taking orders for delivery the following season (1953) for several of our outstanding seedlings. Descriptive matter, and possibly color plates, will be sent to you. Flowers of them will be shown at various flower shows and exhibitions. There will be a fine deep pink, a lovely shell pink, a bright orchid, a gorgeous yellow, a sensational orange variegated and a beautiful rich purple. Others in white, red, light pink, medium pink, deep pink, crimson, purple, and all sorts of novelty shades will be offered later.

Watch for these fine new carnations as they are announced. Look for them in the flower shows. See them growing in our greenhouses.

Instead of listing every available commercial variety, from now on we will list only the newest and the best . . . our own new seedlings, and the best introductions of other growers.

All cuttings are carefully selected from clean, vigorous plants grown specifically for the production of cuttings. They are rooted cool in clean, sharp, sterilized sand. (We have discontinued the use of Vermiculite.) They are completely guaranteed to be satisfactory when you receive them . . . clean, strong and well rooted. We cannot, and do not, guarantee results, of course, but we do insure your satisfaction with the stock you receive from us.

TERMS OF SALE

250 CUTTINGS OF ONE VARIETY are billed at the 1000 rate. Fewer than 250 cuttings of one variety are billed at the 100 rate. No order will be accepted for fewer than 100 cuttings of any one variety.

SHIPMENTS will be made by Railway Express unless we are otherwise instructed, and all shipments are F.O.B. Saugus, Mass.

DISCOUNTS. We allow a 5% discount for cash with the order, or a 2% discount 10 days from the date of shipment. No discount is allowed after 10 days and all payments are due within 30 days from the date of shipment.

CLAIMS. We are **not** responsible for damage to stock in transit. If the shipment has been delayed with consequent damage to the plants; if the plants have been frozen, crushed etc. do not reject the shipment, but accept it and get a "bad order" receipt from your expressman, then file a claim for damages **with the carrier** at once. The filing of such a claim is your responsibility. On the other hand, if you are not satisfied with the **quality** of the cuttings because of size, cleanliness, poor rooting, etc., advise us within 24 hours after shipment has been received, and we will be glad to entertain your claim. **No claim will be honored unless mailed to us within 24 hours after shipment has been received.**

WARRANTY. We give no warranty, expressed or implied, as to the description, character or productiveness of any plants, and we will in no way be responsible for the growth of the plants or for the crop. We guarantee satisfaction upon receipt of the plants. After that, they are beyond our control, and all responsibility for them rests with the purchaser. We attempt to describe each variety adequately and hon-

estly. The results we mention are those we have obtained, or those obtained by others who have tested the varieties for us.

DELIVERIES will start about mid-November. Orders will be shipped in rotation as they are received. While we make every effort to ship orders when they are requested, it is impossible to meet every request. 80% of our orders ask for January-February delivery, yet no more than 50% of our cuttings can be shipped at that time. If you will not accept delivery before or after a certain date, please specify this on your order, otherwise all orders will be shipped in rotation as early as possible from mid-November to mid-April.

CANCELLATIONS. All orders will be considered to be in force until cancellation has been received in writing, except where specific instructions have been received to cancel on a certain date if delivery has not been made before that date, and we have been unable to make that delivery. An order may call for January delivery, but be shipped in February or March. The order will be considered in force unless it has been cancelled in writing, or unless it specifically states to cancel if unable to deliver in January. The shipping date on an order is the time you would prefer to receive the cuttings, but we assume that any order will be accepted between mid-November and mid-April unless the order states clearly to the contrary.

FOREIGN ORDERS must be accompanied by cash, paid for with International Money Orders or drafts on a United States bank. Allowance must be made for carriage charges where shipments cannot be sent collect. All shipments outside of the United States will be sent by Air Express except those going to Canada.

PRICE LIST AND ORDER BLANK

ROOTED CARNATION CUTTINGS

SIM CARNATION CO., Inc.

P. O. Box 1107
SAUGUS, MASSACHUSETTS

Name Date.....

Street

City State

Shipping address

if other than Post Office

All shipments will be made by Railway Express unless otherwise requested.

Shipments will be made in rotation between Nov. 15 and April 15, as early as possible, and as near the requested date as we are able. However, unless you specifically state on this order that you will not accept delivery after a certain date, we will assume that you will accept delivery when we are able to make it up to April 15 unless written cancellation is received prior to shipment.

Requested date..... Will not accept before..... nor later than.....

VARIETY	PER 100	PER 1000	QUANTITY	AMOUNT
SPICY ROSE	\$20.00	\$150.00		
BUTTERSCOTCH	20.00	150.00		
BABY BRONZE	20.00	150.00		
RASPBERRY ICE	20.00	150.00		
RED BEAUTY	20.00	150.00		
WHITE SIM	15.00	125.00		
*MRS. E. F. GUBA	20.00	150.00		
*WALTHAM PINK	20.00	150.00		
*REGAL PINK	20.00	150.00		
HARLEQUIN	15.00	125.00		
FROSTED PAT	10.00	80.00		
TOTAL				

* Agreements must be signed until October 1953

250 of One Variety at the 1000 Rate

5 % Discount Cash with Order

No order accepted for fewer than 100 of any one variety

Orders for shipment outside the United States must be paid in advance

Special prices will be quoted on orders for 5000 or more cuttings

5 New Varieties

SPICY ROSE. A beautiful shade of vivid rose pink. A color lighter than that of Sidney Littlefield, but deeper and much brighter than that of Virginia Rose. A lively and appealing color. The flower is medium large, and of very attractive form. Plants are strong and prolific. Stems are long. Splitting is very slight. Keeping quality is good.

BUTTERSCOTCH. Yellow-buff with slight pink tinting, but no lines or flaking, in center. Large, strong, prolific plants. Long stiff stem at all times. The first flowers are very large and full. Splitting occurs in the autumn, but is negligible after that. The size decreases during the winter, and the color is lighter, but the flower is still of good size, and the almost clear buff shade is attractive. It keeps splendidly. Is best grown in a warm location with all the light possible.

BABY BRONZE. Yellow or bronzy-buff with slight pink tinting, but no line or flaking, in the center, giving the bronzy appearance. The first flowers are almost clear buff, the tinting appearing in late autumn and continuing throughout the season. The flower is medium to small, but full and of beautiful form. The size remains uniform through the season. The stems are long and strong at all times. Plants are vigorous, and this is one of the most prolific varieties grown. There is no splitting. It is an excellent variety for corsages, boutonniers and small floral arrangements. It keeps perfectly.

RASPBERRY ICE. White petals almost completely overlaid with pale orchid or lavender, the color closely resembling that of raspberry sherbert. The color is much lighter and softer than that of Pelargonium, and blends nicely in floral arrangements. It is a very attractive and popular variety. The flowers are medium large and of attractive form. Plants are bushy and prolific. Stems are long. Keeping quality is good. There is no splitting.

RED BEAUTY. A scarlet, very similar in color, form and size to Wm. Sim. The stems are long and are stronger than those of Wm. Sim. The plants are large, but not grassy. Production is good. There is very little splitting; probably less than with Wm. Sim. Keeping quality is excellent.

All five of the above varieties are seedlings, and are crosses of two of our own selected seedlings which were not named

There are no restrictions on any of these five.

\$20.00 per 100

\$150.00 per 1000

5 % Discount Cash with Order

COMMERCIAL CARNATION GROWING

A MANUAL FOR CARNATION GROWERS

150 pages of practical information covering every step of the growing process. Planting, watering, fertilizing, topping, sterilizing and all other essential phases of growing are discussed. All of the major diseases are enumerated. Chemical soil treatment and the antibiotic approach to disease control are presented. It is a text book of practical information. It is not a house organ and contains no mention of varieties and no advertising. Its sale price is only a few cents more than the cost of publication.

The author is Kenneth F. McCully, general manager of the Sim Carnation Co., Inc., former secretary of the American Carnation Society, and for eleven years secretary of the New England Carnation Growers Association.

The book is illustrated, and is bound either in attractive and durable leather-finished paper, or in heavy cloth. The former is priced at \$1.15 (including postage), and the latter at \$1.75. Payment must accompany order. No books will be charged or mailed C.O.D.

\$1.15
Paper Cover

SIM CARNATION CO., Inc.
SAUGUS, MASS.

\$1.75
Cloth Cover

Other Varieties

WHITE SIM. A sport of Wm. Sim, and unquestionably the leading white variety at the present time. The size and form of the flower are the same as of the parent variety. Other habits of growth are the same as those of Wm. Sim. This is a very profitable, prolific, easy-to-grow clear white. No restrictions.

\$15.00 and \$125.00

MRS. E. F. GUBA. A seedling bred by Dr. E. F. Guba of the Massachusetts Experimental Station. A spectacular variety. The petals are almond with deep pink edges and lines. The flower is very large, full, rounded and is a remarkable keeper. The first flowers are of medium size and appear slightly curled, but they open up perfectly, and keep to perfection. The size increases rapidly until the flower is one of the largest grown today. Flowers should be allowed to open well on plants. The slightly curled edge disappears as the size increases. Production is heavy. Although splitting will amount to 10-15 % over the season, the variety will still produce 30 top grade blooms per square foot of bench. Stems are long.

This variety received an Award of Merit and was declared to be the "hit of the show" at the New England Carnation Growers New Variety Day in December 1950. It scored 90 points, the highest of any variety, at the New York Florists' Club Carnation Night in February 1951. It won a Certificate of Merit and scored 91 points at the American Carnation Society exhibition in March 1951, and missed the "Best Variety in the Show" by one point. It is an unusual and outstanding variety. Sold under growing agreements until October 1953.

\$20.00 and \$150.00

WALTHAM PINK. Deep pink seedling also bred by Dr. E. F. Guba. The color is similar to that of Sidney Littlefield. Size is slightly smaller. Flowers are full, rounded and of nice form. Production is greater than that of Littlefield, and stems are longer. Splitting is rare. Some bleaching occurs during bright weather, but no more than with other good varieties of this color. The first flowers in late summer are of medium size, but they increase in size rapidly. Flowers should be allowed to open well on the plants, except in strong, direct sunlight. Sold under growing agreements until October 1953.

\$20.00 and \$150.00

REGAL PINK. A light rose pink seedling also bred by Dr. Guba. It is a cross of Puritan and Helen Hussey, and the flower form is that of Puritan. The first flowers are rather small, but they increase steadily in size as the season advances. The color is a soft medium pink which becomes deeper as the season progresses. The color is deepest and brightest, and the size the largest, in the spring. Flowers should be allowed to open well on the plants. Stems are long and strong at all times. Some splitting occurs during the winter. Keeping quality is good. Plants are very bushy and prolific. Sold under growing agreements until October 1953.

\$20.00 and \$150.00

HARLEQUIN. Pale lavender or orchid petals with a few deep lavender or purple pencil lines. Flowers are of medium size. Stems are medium long and strong. Production is high. Keeping quality is good. There is no splitting. This is a very pretty and profitable novelty. No restrictions.

\$15.00 and \$125.00

FROSTED PAT. A sport of Patrician. White petals heavily overlaid with medium pink or rose flaking. A very pretty flower. The color varies during the season, but is always appealing. Flowers are large and full. Stems are long and strong. Keeping quality is fine. Plants are bushy and productive. Splitting occurs during the winter. Although this is one of the older varieties, it has been so popular with our customers, and is so attractive, that we are offering it again. No restrictions.

\$10.00 and \$80.00

250 of One Variety at the 1000 Rate
5 % Discount Cash with Order